

III. REMARKS

By this amendment, claims 7 and 9 have been amended and claims 1-6 and 10-11 have been canceled. As a result, claims 7-9 remain pending in this application. Applicants are not conceding in this application that those claims are not patentable over the art cited by the Office, as the present claim amendments and cancellations are only for facilitating expeditious prosecution of the subject matter. Applicants do not acquiesce in the correctness of the rejections and reserve the right to present specific arguments regarding any rejected claims not specifically addressed. Further, Applicants reserve the right to pursue the full scope of the subject matter of the original claims in a subsequent patent application that claims priority to the instant application. Reconsideration in view of the following remarks is respectfully requested.

In the Office Action, claim 9 is rejected under 35 U.S.C. §112 as allegedly being indefinite. Applicants have amended claim 9 to clarify and/or further define the objected to limitation. Claims 1, 5-8, 10 and 11 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Nielsen (U.S. Patent No. 6,055,570), hereafter “Nielsen,” in view of Helle *et al.* (U.S. Patent No. 6,560,454), hereafter “Helle.” Claims 2-4 and 9 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Nielsen in view of Helle and further in view of Wichmann *et al.* (U.S. Patent No. 7,277,924), hereafter “Wichmann.”

With regard to the 35 U.S.C. §103(a) rejections over, Applicants assert that the references cited by the Office do not teach or suggest each and every feature of the claimed invention. For example, with respect to independent claim 6, Applicants submits that the cited references fail to teach or suggest that specialized content area that is associated with the subscription is of a web page currently being displayed at a client, that the associating is based on

the displayed specialized content area, and that the receiving is done automatically during display of the web page. Furthermore, the cited references also fail to teach or suggest that the web page has a plurality of specialized content area areas in a portal environment. Thus, the teachings of the cited references do not teach or suggest the features of the claimed invention. Accordingly, Applicants respectfully request that the Office withdraw its rejection.

With respect to dependent claims, Applicants herein incorporate the arguments presented above with respect to the independent claims from which the claims depend. Furthermore, Applicants submit that all dependant claims are allowable based on their own distinct features. Since the cited art does not teach each and every feature of the claimed invention, Applicants respectfully request withdrawal of this rejection.

VI. CONCLUSION

In addition to the above arguments, Applicants submit that each of the pending claims is patentable for one or more additional unique features. To this extent, Applicants do not acquiesce to the Office's interpretation of the claimed subject matter or the references used in rejecting the claimed subject matter. Additionally, Applicants do not acquiesce to the Office's combinations and modifications of the various references or the motives cited for such combinations and modifications. These features and the appropriateness of the Office's combinations and modifications have not been separately addressed herein for brevity. However, Applicants reserve the right to present such arguments in a later response should one be necessary.

In light of the above, Applicants respectfully submit that all claims are in condition for allowance. Should the Examiner require anything further to place the application in better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the number listed below.

Respectfully submitted,

/Hunter E. Webb/

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